

**ELECTRONIC COUPONS DECISION SUPPORT
AND RECOMMENDATION SYSTEM**

ABSTRACT

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A method, an apparatus, and a computer program product for determining a combination of electronic coupons (e-coupons) for redemption by a retailer in a networked environment are disclosed. In the method, a check is made to determine if a selection of e-coupons complies with redeeming conditions for a purchase. If so, a further check is made
10 to determine if two or more of the selected e-coupons are mutually exclusive. The selection of e-coupons complying with the redeeming conditions and being non-mutually exclusive is displayed. Preferably, the method includes suggesting to a user of an optimal or near optimal selection of e-coupons. The e-coupons may reside at a user's site, a third party's site, or a site
15 of the retailer in the networked environment. The networked environment may be the Internet, an Intranet, an Extranet, a local area network, an ATM network, a wide area network and a wireless network.